



探訪之旅

San Francisco

從 The PIER 開始



PIER 39
參考指南
旅遊業者專用

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景點介紹

揚帆於壯麗的舊金山灣，欣賞金門大橋和惡魔島的迷人景致，探尋當地野生動物。體驗著名的舊金山旋轉木馬、挑戰密室逃脫，或前往海灣水族館展開海底之旅。不論您喜歡哪種娛樂方式，PIER 39 都能提供無限選擇。



世界知名 海獅群



自 1989 年以來，海獅群一直棲息於 PIER 39 的 K-Dock 甲板。慵懶沐浴在陽光下、嬉戲玩耍，用逗趣的舉動吸引著遊客。



365 天的 音樂與歡樂



欣賞 PIER 39 在地音樂人及街頭藝人的免費演出。乘坐 PIER 39 各式水上設施、在海灣水族館探索兩萬多種本地海洋生物，盡情體驗專屬於 The PIER 的多元獨家景點。



盡情體驗 景點套票

不知道要玩什麼？不用煩惱！就用景點套票，痛快體驗所有設施。瞭解詳情或訂購，請洽 groupsales@pier39.com。



瀏覽我們的景點 名錄

掃描 QR 碼，查閱 PIER 39 全部景點及聯絡方式。

購物

擁有 70 多間獨特店家，每一角落都能有驚喜發現。集結家庭式小店與全國知名品牌，感受 PIER 39 所帶來的獨一無二的購物樂趣。舊金山特色紀念品、客製橡膠鴨以及其他好物，盡在 The PIER！



SEA LION SAVINGS GUIDE



PIER 39 Sea Lion Savings Guide 內含 PIER 39 的合作餐廳、商家與景點等多項折扣與優惠。Sea Lion Savings Guide 是造訪 PIER 39 的旅客不可錯過的超值好禮。手冊免費贈送，還可免費郵寄。

需要大量索取 PIER 39 Sea Lion Savings Guide，請洽 groupsales@pier39.com。

CALIFORNIA WELCOME CENTER



加州歡迎中心

前往二樓的 Official California Welcome Center，好好規劃您在 PIER 39、舊金山及加州各地的專屬行程。服務中心於每日上午 9 時至晚上 8 時開放。* 提供旅遊資訊、景點門票 (包含 Big Bus Hop-On, Hop-Off)，以及 PIER 39 Sea Lion Savings Guide 停車優惠認證。

*營業時間可能有所異動。感恩節、平安夜與聖誕節休息。



瀏覽我們的購物名錄

不論何種喜好，都能在 PIER 39 找到心儀的商品！掃描 QR 碼，全面瞭解我們的各類商家。



餐飲

盡享 13 間全方位服務餐廳，飽覽壯麗的灣區美景，無論是自由行旅客 (FIT) 或團體遊客都能輕鬆安排；還有多種外帶美食，在探索 The PIER 時隨時享用。品嚐新鮮現撈海鮮、伴隨夕陽的雞尾酒，以及各式甜點小食，滿足各種嘴饞。更別錯過我們招牌的蛤蜊巧達濃湯！



品味 PIER 39 餐飲禮券



如果想盡情用餐又不想耽誤在 The PIER 的歡愉時光，建議選購 PIER 39 預付餐飲禮券方案。此方案提供彈性用餐選擇，可於合作餐廳或美食店家，從指定菜單中任選餐點。今年提供兩種面額餐券—\$13.50 與 \$20 (已含稅金及小費)。欲查詢菜單或預訂餐飲禮券，請造訪 pier39.com/mealvouchers 或來信 groupsales@pier39.com。



瀏覽我們的餐廳

名錄



無論是兩人小聚還是百人大團，我們都能為您
在 The PIER 安排合適空間。掃描 QR 碼，輕鬆掌握
PIER 39 所有餐飲選擇與聯絡方式。

超過 90 間商家、餐廳與景點等您探索！



PIER 39 DIRECTORY

ATTRACTIONS

7D RIDE EXPERIENCE **M-1**
Experience a Simulated Roller Coaster and 3D Animated Films while Competing with Fellow Riders. Laser Maze Challenge: Race Opponents through a Web of Laser Beams.

AC SAILING SF **EAST MARINA**
The America's Cup Sailing Experience on San Francisco Bay. Board at A-Dock.

ADVENTURE CAT SAILING CHARTERS **WEST MARINA**
Sail the Bay Onboard a Spacious Catamaran. Board at J-Dock.

AQUARIUM OF THE BAY **R-1**
Thousands of Marine Animals from San Francisco Bay, including Sharks, Rays and More.

BAY END STAGE **BAY END**
San Francisco's Premier Street Performer Shows (Weather-Permitting).

THE BAY PLUNGE **H-1**
An Exciting Ride that Lifts, Spins and Plunges Fun-Seekers with 360-Degree Panoramic Bay Views.

BOY VOYAGER **WEST MARINA**
Tour the Waterfront and Learn about Its History Aboard a Rigid Inflatable Boat. Board at I-Dock.

BLAZING SADDLES BIKE RENTALS & TOURS **PIER 41**
Self-Guided and Guided Tours throughout the City and over the Golden Gate Bridge to Sausalito.

BLUE & GOLD FLEET **WEST PARK**
Scenic San Francisco Bay Cruises and Charters Offering Multi-Language Audio Tours. Daily Ferry Service to Sausalito.

CARICATURES **BAY END**
Personalized Caricature Art (Weather-Permitting).

ESCAPE ROOM EXPERIENCES **Q-2**
Located Inside The Flyer Thrill Zone. Escape the Rock and Malone's Mobster Hideout.

THE FLYER THRILL ZONE **Q-2**
Take Flight on The Flyer, a Flying Theater Ride Featuring an Exciting Collection of Full Motion Films. Also home to Escape Rooms and Virtual Reality!

FREQUENT FLYERS **Q-1**
Bungee Trampoline.

MAGOWAN'S INFINITE MIRROR MAZE **O-2**
Get Lost in the Infinite Color Changing Mirror Maze. A Labyrinth of Fun!

MUSICAL STAIRS **O-1**
Play a Tune on PIER 39's Melodic Attraction.

MUSICIANS **ENTRANCE PLAZA**
Free Live Performances by Local Musicians (Weather-Permitting).

PLAYERS ARCADE **L-1 + M-1**
Entertainment for All Ages.

SAN FRANCISCO CAROUSEL **BAY END**
Ride the Double-Decker, Hand-Painted Venetian Carousel.

SF WHALE TOURS **Q-1**
Year-Round Whale Watching and Marine Wildlife Scenic Boat Tours. Board at A-Dock.

SEA LIONS **WEST MARINA**
Check out PIER 39's Sea-Lebrities at K-Dock.

SOLVE IT! THINK OUT OF THE BOX PLAY AREA **F-2**
Challenge Your Mind in the Games and Puzzles Play Area.

WINE TASTING ON THE BAY

The Bay's First and Only Floating Wine-Tasting Room. Board at I-Dock.

VIRTUAL REALITY **Q-2**
Located Inside The Flyer Thrill Zone. Experience Different Virtual Worlds and Challenges.

RESTAURANTS

AMICI'S EAST COAST PIZZERIA **M-2**
Freshly Made, NY and Detroit Style Pizzas, Pastas and Salads, Since 1987.

BUBBA GUMP'S SHRIMP CO. RESTAURANT & MARKET **M-2**
Seafood and American Fare Based On The Movie *Forrest Gump*.

CRAB HOUSE **C-2**
Home of the World-Famous Killer Crab.

EAGLE CAFE **A-2**
Casual Dining and Full Bar. Serving Breakfast and Lunch.

FIRE + ICE **M-2**
Interactive All-You-Can-Eat Dining Experience That Allows Guests to Bring Their Dish to Life at an Open Flame Grill.

FOG HARBOR FISH HOUSE **A-2**
Waterfront Dining with 100% Sustainable Seafood and Fresh-Baked Sourdough Bread.

HARD ROCK CAFE **Q-1**
Classic American Fare—Food That Rocks, Music Videos and Memorabilia.

LUAU LOUNGE TIKI BAR (INSIDE PLAYERS) **L-1 + M-1**
Discover San Francisco's Only Waterfront Tiki Bar.

TACO CANTINA **P-2**
A Taco Lover's Paradise with Full Bar and Patio with Bay Views.

PIER MARKET SEAFOOD RESTAURANT **F-1**
Serving Sustainable Mesquite-Grilled Seafood and Award-Winning Chowder.

PLAYERS SPORTS GRILL & ARCADE **L-1 + M-1**
Sports-Themed Restaurant, Bar and Arcade for All Ages.

SWISS LOUIS ITALIAN & SEAFOOD RESTAURANT **G-2**
A San Francisco Tradition Serving Fresh Seafood with an Italian Flair and Waterfront Views.

WIPEOUT BAR & GRILL **A-1**
A Casual California Surf-Themed Restaurant Serving Sustainable Seafood.

EATERIES/TASTING ROOM

AUNT FANNY'S HOT PRETZELS **L-1**
Hot Pretzels, Hot Dogs and Nachos.

BOUDIN BAKERY CAFE **Q-1**
Fresh Sourdough Bread, Sandwiches, Salads, Pastries and Coffee.

CHOWDERS **A-1**
Chowder, Seafood, Sandwiches and Salads.

CREPE CAFE **D-1**
A Variety of Fresh Crepes and Frites.

THE HOOK **B-1**
Fish & Chips, Grilled Chicken Sandwiches and Beer.

HUMBLE SEA BREWING CO. **N-1**
Tasting Room & Beer Garden with innovative and approachable beers.

COFFEE/TEA

ARTLY COFFEE **K-1**
Robot Baristas Serving Artisan Coffee and Specialty Tea Drinks.

BISCOFF COFFEE CORNER **Q-1**
Coffee, Pastries, Smoothies and Biscoff Cookies.

THE SPICE & TEA EXCHANGE **E-2**
Specialty Hot or Iced Teas Custom-Brewed by the Cup.

SNACKS & SWEET TREATS

ATALIA'S GELATO **B-1**
Featuring Your Italian-Style Gelato Favorites.

CANDY BARON **K-1**
The Ultimate Candy Shop. Unique Candy Selection Including Saltwater Taffy and Old-Fashioned Candy by the Pound.

THE FUDGERY **K-1**
Fresh, Delicious Handmade Fudge and More!

FUN FOOD FACTORY **K-1**
Fresh Funnel Cakes, Churros, Fried Oreos and More.

LAPPERT'S ICE CREAM SHOP **Q-1**
Lappert's Fresh and Local Handmade Ice Cream With Unique Flavors For Cones, Shakes, and Sundaes.

MRS. FIELDS COOKIES **B-1**
Fresh-Baked Cookies, Cookie Cakes, Brownies and Coffee Drinks.

TRISH'S CHOCOLATE **D-1**
A Chocolate Lover's Dream. Fresh and Packaged Chocolates, from around the World!

TRISH'S MINI DONUTS **B-1**
Fresh, Hot Miniature Donuts.

VLAHOS' FRUIT ORCHARD **Q-1**
Fresh Fruit Stand (SEASONAL: May - October).

SPECIALTY SHOPS

ALCATRAZ BOOK STORE **PIER 41**
Alcatraz Books and Souvenirs.

ALCATRAZ GIFT SHOP **P-2**
Alcatraz-Related Clothing, Memorabilia and Souvenirs.

ALEENK TECHNOLOGY **L-1**
The Latest in Electronic Gadgets and Cell Phone Accessories.

AQUARIUM OF THE BAY GIFT SHOP **Q-2 R-2**
Marine and Seafire-Related Gifts.

BOW WOW & KITTY TOO! **H-1**
Pet Boutique and Breed-Specific Gifts for You and Your Pet.

BUBBA GUMP SHRIMP CO. GIFT SHOP **L-2**
Bubba Gump Branded Apparel and Merchandise.

BUILD-A-BEAR WORKSHOP **J-1**
Choose and Build Your Own Furry Friends.

THE CABLE CAR STORE **P-1**
Cable Car Collectibles and Apparel.

CARMEL HONEY COMPANY **O-1**
Pure, Local, Raw Honey, Straight from the Hive.

CHRISTMAS IN SAN FRANCISCO **K-1**
A Variety of Unique Ornaments and Holiday Decorations.

THE CRYSTAL SHOP **N-1**
Unique Ornaments and Holiday Decorations.

ENLIGHTENMENT **G-1**
Asian-Themed Gifts and Accessories.

EXPEDITION

Exploration-Themed Goods and Uncommon Decor Items.

THE FUDGERY **K-1**
Fresh, Delicious Handmade Fudge and More!

HAPPY BUBBLES **N-1**
Handcrafted Artisanal Bath, Body and Soap Treats.

HARD ROCK-ROCK SHOP **Q-1**
Hard Rock Apparel, Merchandise and Collectibles.

HIDDEN DRAGON **J-1**
Asian and Dragon-Related Apparel, Toys and Art.

IMAGE ARTS **N-1**
Posters, Art, S.F. City Prints and Framing.

KWAK **M-1**
Spish, Splash, It's Time to Have a Blast At Our Rubber Duck Store!

LEFTY'S SAN FRANCISCO-THE LEFT HAND STORE **H-1**
Gifts and Accessories for the Left-Handed.

LOLA **E-1**
Greeting Cards and Locally Made Specialty Gifts.

MAGIC SHOP BY VANISHING, INC. **E-1**
America's Premier Magic and Playing Card Shop.

MAGNETRON **K-1**
Thousands of Decorative Magnets.

MAGNETS **G-1**
Magnets Galore.

ONLY IN SAN FRANCISCO **A-1 D-2**
San Francisco Mementos.

PEPPER PARADISE **O-1**
Hundreds of Hot Sauces for Every Palate. Free Tastings.

THE SAN FRANCISCO KEY CHAIN STORE **O-1**
Key Chains and Small Travel Goods.

SCRUMPTIOUS **B-2**
Sweet Treat and Food Themed Gifts, Jewelry, Decor and Novelties.

THE SHELL CELLAR **P-1**
Sea Shells, Jewelry and Gifts.

SOLVE IT! THINK OUT OF THE BOX **F-2**
Wooden Games and Puzzles to Challenge the Mind.

THE SPICE & TEA EXCHANGE **E-2**
Purveyors of Fresh Spices, Teas, Salts and Sugars. Create Your Own Custom Blends.

TRISH'S CHOCOLATE **D-1**
A Chocolate Lover's Dream. Fresh and Packaged Chocolates from around the World!

UNDER THE GOLDEN GATE **B-1**
Golden Gate Bridge-Themed Merchandise.

WE BE KNIVES **O-1**
Swords, Cutlery and Custom Knives.

APPAREL & ACCESSORIES **N-1**

KRAZY KAPS **Q1 + Q2**
Hats and Novelty Headwear.

LIDS **G-1**
Everything Licensed Sports, Including Authentic Headwear, Jerseys, Apparel and More for MLB, NBA, NFL and College.

THE SAN FRANCISCO SOCK MARKET **F-1**
Hundreds of Fun and Fashionable Socks.

SAN FRANCISCO U.S.A. **F-1**
Contemporary Apparel for the Whole Family.

S.F. CITYWEAR

Casual San Francisco-Inspired Clothing.

SHIRTQUE **N-1**
Casual Apparel for Men, Women and Children.

SUNGLASS HUT **F-1**
Premium Fashion Sunglasses.

WILDER WEST, URBAN WESTERN OUTFITTERS **P-1**
Urban Cowboy, Southwestern + Native American Apparel and Accessories.

JEWELRY

CHARMS BY THE BAY PRESENTED BY SF GOLD **P-1**
Largest Collection of Charms Including Pandora and Alex + Ani and Fine Gold Jewelry.

NA HOKU **P-1**
Hawaii's Finest Jewelers Since 1924. Hawaiian and Island Lifestyle Jewelry.

THE PEARL FACTORY **H-1 P-1**
Hawaii's Original Pearl-in-the-Oyster.

WILDER WEST, URBAN WESTERN OUTFITTERS **P-1**
Western-Style Fine Sterling Silver and Fashion Jewelry.

BODY CARE

BAY BLOOMS CBD **H-1**
High-Quality Solutions for Your Daily CBD and Wellness Needs.

HAPPY BUBBLES **N-1**
Handcrafted Artisanal Bath, Body and Soap Treats.

VITALITY **J-1**
Dry Aqua Massage Hydrotherapy, Oxygen Bar and Spa-Related Accessories.

SERVICES

ATM **A-1 F-1**
Bilingual, Linked to Star and Cirrus ATM Networks.

BOAT RIDES TICKET BOOTH **P-1**
Ticket Sales for Boat Excursions.

THE CABLE CAR STORE **P-1**
Purchase International and U.S. Postage Stamps.

THE CALIFORNIA WELCOME CENTER **B-2**
415.377.2707
Official State Information for the Traveler—Tour and Attraction Ticket Sales and More.

PIER 39 INFORMATION BOOTH **A-1**
Tours, Tickets and Information about Everything There is to See and Do at PIER 39, in San Francisco and Beyond.

PIER 39 PARKING GARAGE **A-1**
Located Directly Across the Street from PIER 39. Open 24 Hours a Day.

SAN FRANCISCO WATER TAXI HOP-ON, HOP-OFF **EAST MARINA**
PIER 39 is a Stop for This Service. Board at B-Dock.

PIER 39 SECURITY / LOST & FOUND **ENTRANCE PLAZA**
415.705.5544

TRANSPORTATION **ENTRANCE PLAZA**
Pick-up for Taxi, Rideshare, Tour Bus, Hop-on & Hop-off, Pedicabs and F-Line.